

Thomas Cook (India) Ltd.
Thomas Cook Building, Dr. D. N. Road,
Fort, Mumbai - 400 001
Board: +91-22-6160 3333



Travel Smooth
thomascook.in

A FAIRFAX Company

24th October, 2013

The Manager,
Listing Department
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai - 400 001
Scrip Code: 500413

Fax No.: 2272 2037/39/41/61

The Manager,
Listing Department
National Stock Exchange of India Limited
Exchange Plaza, 5th Floor, Plot No. C/1
G Block, Bandra - Kurla Complex, Bandra (E)
Mumbai - 400 051
Scrip Code: THOMASCOOK

Fax No.: 2659 8237/38

Dear Sir,

Sub: Press Release

We are enclosing herewith the Press Release dated October 24, 2013 titled "Thomas Cook India delivers on its aggressive expansion strategy - Opens 34 new locations, across India, Nepal, Mauritius & Sri Lanka".

This is for your information. We request you to acknowledge the same.

Thanking you,

Yours faithfully,
For Thomas Cook (India) Limited


R. R. Kenkare
President & Head - Legal & Company Secretary

Encl. a/a

News Release



Thomas Cook Press Office: 022 66091380

Pressoffice@in.thomascook.com

Thomas Cook India delivers on its aggressive expansion strategy

-Opens 34 new locations, across India, Nepal, Mauritius & Sri Lanka-

Mumbai, October 24, 2013: Thomas Cook (India) Ltd, India's leading integrated travel and travel related financial services company, delivered on its aggressive expansion strategy in 2013, adding 34 new locations pan India, including 12 owned offices, 22 Gold Circle Partner (franchise) outlets, and an additional location each in Mauritius, Sri Lanka and Nepal.

Thomas Cook India's extensive retail outreach now offers its consumers superior access and convenience across the Country. Noteworthy is the Company's foray into new and rapidly emerging Tier II and III regional markets like Thrissur, Erode, Tumkur, Bhilwara and Dhanbad, in addition to its enhanced presence in metro cities such as Mumbai, Delhi, Pune and Kolkata. The launch of mall outlets at Kochi's LuLu Mall and OSIA Mall in Goa, offers the Company strategic access to high potential retail catchment areas.

Thomas Cook India's outlets provide its consumers the entire range of travel and related products and services under one roof - holidays, hotels, tickets, visa and passport services, foreign exchange and insurance.

In a strategic initiative to ensure effective penetration into new source markets, Thomas Cook India has focused on an impactful franchisee model, with the launch of 22 Gold Circle Partner outlets in collaboration with renowned entrepreneurs and business leaders of the region (eg: Raurkela, Dhanbad, Jaypore, Bathinda, Valasaravakkam).

Commenting on the expansion, **Mr. Madhavan Menon, Managing Director, Thomas Cook (India) Ltd** said: "At Thomas Cook India, our customers have always been the focus of our initiatives, and the intent behind our expansion strategy was to reach out to not just our metro audiences, but also our rapidly growing Tier II & III regional consumers, across India. We have also established our presence in Nepal with a franchise outlet in Kathmandu, and expanded our branch network in Sri Lanka and Mauritius.

He added, "I am delighted with this achievement of an extensive network, offering our travel hungry customers enhanced access and convenience, and timed perfectly for our newly launched holiday packages for Summer 2014."

About Thomas Cook (India) Limited:

Thomas Cook (India) Ltd is the leading integrated travel and travel related financial services company in the country offering a broad spectrum of services that include Foreign Exchange, Corporate Travel, MICE, Leisure Travel, Insurance, Visa & Passport services and E-Business. The company set up its first office in India in 1881.

TCIL's footprint currently extends to over 236 locations (including 23 airport counters) in 98 cities across India, Mauritius & Sri Lanka and is supported by a strong partner network of 135 Gold Circle Partners and 165 Preferred Sales Agents in over 150 cities across India.

Thomas Cook (India) Ltd has been voted **Best Tour Operator** at the **Lonely Planet Travel Awards 2013**, **Best Tour Operator - Outbound** at the **CNBC AWAAZ Travel Awards 2013** and **Favourite Specialist Tour Operator** at the **Condé Nast Traveller Readers' Travel Awards 2011 & 2012**. The Company was selected **Retailer of the Year – Leisure & Holidays**, by **ET NOW** in 2013. In addition, TCIL has been chosen as the **Best Corporate Travel Management Company** by **World Travel Brands 2012** and honoured with **The Most Trusted Brand in travel services** by **The Brand Trust Report™, India study 2012** and as a **"Consumer Superbrand" 2011-2012** by **Superbrands**. At the recently concluded **National Tourism Awards 2011-2012**, TCIL was honoured with 3 prestigious awards: **Special Award for endeavors in launching new tourism products and exemplary performance during the year 2011-12**; **Tour Operator Promoting Niche Segments other than Adventure and MICE** and **Award of Excellence: Best Tourism Promotion Publicity Material**.

Thomas Cook India's **Centre of Learning** has received **IATA accreditation** as **"Top 10 South Asia IATA Authorized Training Centres"**, 2012 & 2013.

ICRA has assigned a long term rating of 'ICRA AA-/ Stable' and CRISIL has assigned a long term rating of CRISIL AA-/ stable outlook, to the non convertible debenture program.

For more information, please visit www.thomascook.in

Thomas Cook (India) Limited is promoted by Fairfax Financial Holdings Limited through its wholly-owned subsidiary, Fairbridge Capital. Fairbridge is responsible for the execution of acquisition and investment opportunities in the Indian subcontinent on behalf of the Fairfax family of companies.

About Fairfax Financial Holdings Limited:

Fairfax Financial Holdings is a Toronto-based financial services holding company with a global presence in insurance and reinsurance and a portfolio of assets in excess of \$30 billion invested worldwide. The Company, founded in 1985 by the present Chairman and Chief Executive Officer, Prem Watsa, has over the past 25 years, demonstrated a strong financial track record to achieve an annual appreciation in Book Value per Share of 24.7% annually.

Fairfax has almost 20 general insurance subsidiaries and joint ventures globally, including ICICI Lombard (India). The portfolio also includes several market leading insurance companies such as Odyssey Re (USA), Crum & Forster (USA), First Capital (Singapore), Fairfax Brasil (Brazil), Gulf Insurance (Kuwait).

Fairfax is engaged in long term investments from its own resources, with a focus to delivering long term capital appreciation through a flexible and value oriented approach.

For Media Enquiries please contact:

Thomas Cook (India) Limited

Suzanne Pereira – B: +91-22-61603333; D: +91-22-66091380; M: +91-9820297665;
suzanne.pereira@in.thomascook.com

Perfect Relations

Aditi Palav – M: +91-9930880096 – apalav@perfectrelations.com
Tushna Govekar – M: +91-9819934496 – tgovekar@perfectrelations.com